Hands On

The Newsletter of the American Massage Therapy Association®

Volume XVI, Number 3 May–June 2000

Professional Members To Receive New Benefits

The AMTA Membership Committee has announced that four new AMTA benefits are now available for Professional-classification members.

Discount on Office Supplies

Pennywise Office Products offers members a 36 percent discount on office supplies, including brands like 3M, IBM, Rolodex, Bic, and others. To set up an account and receive a catalog, call Pennywise Office Products at 800-942-3111 and mention AMTA code: MTA. Or, visit the company's Web site at www.pennywise.com.

Discount on Hotel Accommodations

Choice Hotels International offers members a 20 percent discount on published rack rates for more than 3,000 hotels worldwide. Participating hotels include Comfort, Quality, Clarion, Sleep, Econo Lodge and Rodeway Inns. To make a reservation, call 800-258-2847 and mention AMTA code: 00800625.

Discount on Car Rentals

AMTA members receive discounts with selected car rental companies. Call these specific companies to receive additional details.

- **Alamo** (800-354-2322; AMTA code: 614597)
- **Auto Europe** (800-650-6222; AMTA code: 99006235)
- **Avis** (800-331-1212; AMTA code: B446134)
- **Budget** (800-455-2848; AMTA code: V052556)
- **Hertz** (800-654-2200; AMTA code: 1164688)
- **National** (800-CAR-RENT; AMTA code: 5130916)

Real Estate Rebate Program

Members receive a 20 percent rebate on real estate commissions when they buy or sell their property through Fred Sands Realtors. To participate and receive a broker referral, call Member Benefit Services at 800-540-6251.

(Continued on page 8)

Hands On Reader Survey – see page 7

AMTA Registry Is Copyrighted, Confidential

Remember, the AMTA *Membership Registry* contains confidential information and is intended for the exclusive use of AMTA members. It is copyrighted by AMTA and maintained as a trade secret. This exclusive member benefit is specifically designed for member networking, improved communication and referrals of Professional-classification members.

Possession of, or access to, the *Registry* does not imply permission to utilize it as a mailing list or database, place it on a Web site or for any other purpose. AMTA reserves the right to prevent or seek damages for all unauthorized use of all or any part of the *Registry*.

If you or someone you know is interested in using member information for a mailing, in a database or on a Web site, please call Member Services at 847-864-0123.

In This Issue...

Election Timeline 2
President's Letter 3
Education Events 4
Media Coverage 5
Liability Insurance 5
Moving Forward 6
Reader Survey 7
Calendar 8

AMTA Executive Director Earns Certified Association Executive Designation

Marlys Sperger, AMTA executive director, earned the Certified Association Executive (CAE) designation from the American Society of Association Executives (ASAE) in January.

Prior to certification, Sperger and other applicants were rated on their experience and accomplishments in association management. She had to successfully complete a comprehensive examination that tested general knowledge of the association management profession.

Sperger is among only 2,800 association professionals across the United States who have received this recognition. The CAE designation is an indication of demonstrated skill in leadership, activity in community affairs and expertise in association management.

Make Your Vote Count

Although much of the nation's attention this year is on the race for President of the United States, AMTA members also have an opportunity to participate in the democratic process to elect the AMTA 2000–2001 National Board of Directors.

The democratically-elected Board is one of the important ways that AMTA differs from other organizations. It demonstrates AMTA's commitment to being a truly member-driven organization.

All Professional-classification members in good standing as of June 15, 2000, are eligible to vote. AMTA needs and wants their members' input. Last year, 21,651 Professional-classification members received ballots by mail. Of those, only 3,219 (15 percent) were completed and returned to the ballot company. Please read the ballot directions carefully and fill out the ballots correctly. Make every vote count.

2000 Election Timeline

August 1
Election packets mailed to Professional-classification members.

September 1
Completed ballots must be returned to the AMTA ballot company.

September 11
Ballots counted; results held in confidence until the official announcement.

September 21
Election results announced at the Annual Business Meeting held prior to the 2000 AMTA National Convention.

September 24
New officers assume office at the close of the 2000 AMTA National Convention.

Managing Editor
Kelly Gospodarek

Production Artist
Kerri Pienschke

Contributors
Bob McAtee
Maureen A. Moon
Glenath Moyle
Ross Pallay

Upcoming Deadlines

July 3, 2000
(Sept./Oct. Issue)

Sept. 1, 2000
(Nov./Dec. Issue)

Hands On

The Newsletter of the American Massage Therapy Association®

Volume XVI, Number 3 May–June 2000

Hands On (ISSN 1073-9343), Vol. XVI, No. 3. *Hands On* is a bimonthly periodical of the American Massage Therapy Association® (AMTA®), 820 Davis St., Suite 100, Evanston, IL 60201-4444, 847-864-0123, Fax 847-864-1178. Annual AMTA membership dues include $15 for a one-year subscription. Mail at Periodicals Postage Paid at Evanston, IL, and at additional mailing offices. Postmaster: Send address changes to *Hands On*, c/o AMTA, 820 Davis St., Suite 100, Evanston, IL 60201-4444.

Hands On welcomes contributions from all AMTA members. All submissions must include a legible signature and phone number, and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

Editor, *Hands On*, 820 Davis St., Suite 100, Evanston, IL 60201-4444
Phone: 847-864-0123, ext. 153 • Facsimile: 847-864-1178
kgospodarek@inet.amtamassage.org

The AMTA reserves the right to edit material where appropriate; accept or reject materials; reject copyrighted material unless consent of the copyright holder is obtained in writing; and assumes no responsibility for errors, omissions, corrections, or modifications in publications.

Information contained in *Hands On* does not necessarily reflect the opinions or beliefs of AMTA and/or staff of *Hands On*. The American Massage Therapy Association (AMTA), founded in 1943, is the oldest and largest nonprofit, national, professional organization serving massage therapists in the United States, Canada and more than 30 other countries.

Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

© 2000 American Massage Therapy Association

Printed on recycled paper

President's Letter

Effective Leadership

I continue to be amazed at the amount of talent that I witness in the Association's group of volunteers. So many of us have such diverse backgrounds and experiences that enable us to contribute to AMTA leadership and the advancement of the profession.

One way to bring diverse and creative thinking to the leadership is by having fewer Board members serve as committee chairs and committee members. Throughout my term as president, I have supported this direction. I have invited and appointed, with Board approval, new talent into leadership positions.

This is not to say that Board members are not qualified to serve in these positions and are not asked to serve in certain instances. Some committees need Board members on them due to the nature of their tasks. For example, the Finance Committee is composed of the Executive Committee of the Board, and the Strategic Planning Committee is composed of eight members, half of whom are current Board members. Also, the Special Committee to Investigate the Relationship of the AMTA and the AMTA Foundation and the Special Committee to Investigate the Relationship of AMTA and the AMTA Council of Schools require members from their respective boards to serve on them.

Having more diversity serving within AMTA's leadership allows for a more democratic process, and a smaller risk of conflict of interest. For example, if two or three committee members (with possibly one of them in the position of chair) are serving on the Board, and their committee has an agenda item to present that needs Board approval, it may cause or appear to be a conflict of interest to some of the Board members and observers of the Board meeting.

Another very important reason to increase diversity is to enlarge the pool of possible new leaders who may step up to Board positions. The new governance structure with the president-elect, president and immediate past president terms allows for quicker turnover than in the past.

Committee chairs participate in the Board orientation, visioning exercises and the strategic planning process along with the Board members. This action encourages and prepares new people to serve on the national Board, while assuring that all national leaders are involved in the "big picture planning" or visioning of the Association.

AMTA chapter leaders also are invited to participate in this visioning process. Some chapters send their president or another Board representative to attend AMTA National Board meetings. At the February Board meeting, they participated in a day of planning with the national volunteers. Half of the day was dedicated to big-picture visioning; we identified trends (directions) and their critical assumptions (beliefs) that could have an impact on AMTA, its members and the profession. We then decided if AMTA should be addressing this, and, if so, who should be involved (i.e. staff, committees, AMTA Foundation, Commission on Massage Therapy Accreditation, National Certification Board or AMTA Council of Schools). The second half of the day was dedicated to the chair of the Strategic Planning Committee, who provided scenarios for us to exercise strategic planning.

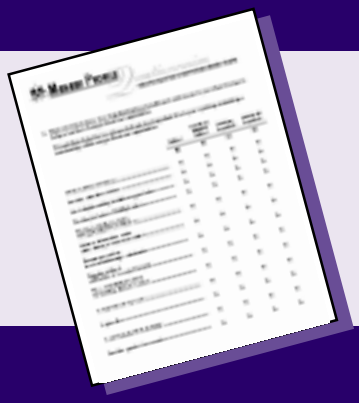
Diversity, visioning and planning together are a movement toward a more responsive core. It ensures that the leadership shares a vision, prepares for the future and is driven by the strategic plan. The movement assists the Association's leadership to agree what future success for AMTA should look like. It also guarantees that the strategic plan will drive leadership decisions and the budgeting process, and directs the activities of committees and staff.

This type of effective leadership builds a nimble infrastructure that is fluid, flexible, prepared and responsive.

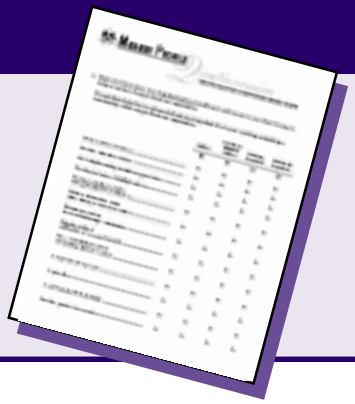
Maureen A. Moon

Maureen A. Moon
(formerly Maureen A. Miller)
President, AMTA

Fill Out & Return Member Profile Form Today



Here's another opportunity for AMTA members to fill out and return the Member Profile form in the center of this issue. It will enable Professional-classification members to take advantage of AMTA's *Find A Massage Therapist* national locator service, while giving AMTA better insight on how to best help all of its members.

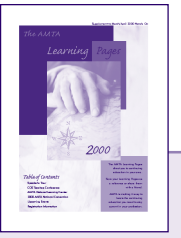


Education Events

This summer's AMTA education lineup includes the new Speaker's Tour and the AMTA National Learning Center. The programs will be held in Virginia, Mississippi and Michigan. Learn from well-known national presenters in a casual setting. These events also are a great value with the cost as little as $12.50 per credit hour.

The AMTA Council of Schools Teachers Conference 2000 will be held August 11-13 in Pittsburgh. Educators will learn new teaching techniques and concepts as they explore the realm of kinesthetic learning, practice making dynamic visual presentations, and improve their curriculum integration and lesson planning.

Members interested in receiving more information about these education events or the 2000 AMTA National Convention should refer to the AMTA *Learning Pages* that was included in the previous issue of *Hands On*. The *Learning Pages* contains information about the presenters, dates and most importantly, how to obtain registration information for this year's AMTA education events.



Please direct questions to the Meetings and Education Department at 847-864-0123, ext. 143.

Council of Schools Annual Meeting 2000

A record-breaking 98 educators, representing 65 massage schools, attended AMTA Council of Schools (COS) Annual Meeting 2000 in St. Pete Beach, Florida. School directors and administrators participated in educational sessions and workshops, shared their views and hopes for the profession's future, and conducted elections.

At the meeting's awards presentation, **Claude Gagnon (WI)**, outgoing COS president, conferred the Meritorious Service Award on **Debra Curties (CN)**, Sutherland-Chan School and Teaching Clinic, Toronto, and the Jerome Perlinski Teacher of the Year Award on Bill Musser, Central Oregon Community College.

Newly-elected COS board members include: President **Liz Ciabocchi (NY)**, New York College of Wholistic Health Education and Research; First Vice President **Doug Fairweather (CN)**, Okanagan Valley College of Massage Therapy, British Columbia; Second Vice President **Ron Garvock (CN)**, West Coast College of Massage Therapy, British Columbia; and Secretary **Peggy Smith (KS)**, BMSI Institute.

Doug Fairweather commends outgoing President Claude Gagnon.

REAL Benefits by the Handful

Most Media Coverage Of Massage Is Local

National news media coverage of massage is at an all-time high. And, so is reporting on the benefits of massage and about AMTA in local newspapers.

For 3 years, AMTA has mounted a continuing media-relations campaign to attract both national and local media to report on massage, its benefits and how to find qualified massage therapists through AMTA. From March, 1999, through January, 2000, the number of newspaper and magazine articles about massage jumped 60 percent over the same period the year before—to approximately 7,500. About 7,200 of those articles were published in local newspapers.

The Midwest, Southeast, New York/New Jersey, and Mid-Atlantic regions got the lion's share of local newspaper stories. Illinois, which has a chain of 32 newspapers running a weekly column about massage, topped all states.

TV and radio massage coverage on local stations also is very high. For example, in December, 1999 and January, 2000, an AMTA-coordinated TV report on massage through AARP-TV and CNN's newswire was shown 47 times on local TV news programs in the top 50 media markets. A national radio interview with AMTA spokespersons was aired on 355 local radio stations during those same months. Through those broadcasts, millions of people were exposed to information about massage benefits, and how to find qualified massage therapists through AMTA.

This exposure is a first step in getting consumers to try massage. That's a real AMTA member benefit.

Liability Insurance Is Important Member Benefit

AMTA gives members real benefits by the handful. And the benefit members say is of primary importance is the liability insurance coverage they receive through AMTA.

What exactly does this benefit give you? Here is an overview of the liability benefit, with information provided by Wohlers/Seabury & Smith, the administrator of the insurance plan.

The AMTA-sponsored liability insurance program provides members with professional and general liability insurance. With this benefit, members receive protection of $2 million per incident for both professional and general liability claims. Members also are protected with an annual aggregate limit of $6 million for all general and professional liability claims. This insurance is an "occurrence" form of coverage. This means you are fully covered at any future date even though your coverage may no longer be in effect. As long as you were insured at the time of the incident named in the claim, you will still be covered by up to $2 million per incident.

Professional liability insurance protects members against suits that allege services rendered were not within the scope of accepted practice. With this insurance, members can defend themselves against claims that their services were not necessary or were performed incorrectly, thereby resulting in injury.

General liability insurance protects members against slip-and-fall type claims that may occur during massage therapy sessions either on- or off-premises. Coverage includes liability from bodily injury or property damage from accidents. It also provides protection for property damage arising from a fire. This applies only to the space rented to you for performing massage therapy services.

In order to receive replacement value for broken equipment, members must be insured under the AMTA-sponsored business equipment plan. If a fire burns down an office, general liability insurance covers only the actual space. Equipment and furnishings must be protected under the business equipment plan or property insurance for loss compensation.

Questions about the liability insurance program, or business equipment plan, should be directed to:

AMTA Insurance Administrator
Wohlers/Seabury & Smith
1440 N. Northwest Highway
Park Ridge, IL 60068-1400.
800-503-9230 • cusv@ahw.com
www.wohlers.com/ahw

Moving Forward

Highlights of the AMTA National Board of Directors meeting in February.

AMTA Membership Registry

The Board voted not to produce the *AMTA Membership Registry* in 2000-2001, and to survey members on their use of its content. Survey results will determine if the information contained in the *Registry* can be delivered to members more effectively in another format.

Code of Ethics and Behavioral Guidelines

A new Code of Ethics and Behavioral Guidelines were adopted. The Code of Ethics will be reviewed annually by the Ethics and Standards Committee. More information about these items will be available in a future *Hands On* issue.

Special Committee on Affiliations

The Board accepted the recommendations of the Special Committee on Affiliations and adopted policy on affiliations for AMTA. The committee based its recommendations on extensive research into affiliations, and how they best serve organizations without incurring undue risk.

Government Relations

Upon evaluation, the Board determined that AMTA should continue to attend governmental conferences and contract with a legislative consultant. For the first time, Government Relations Committee members will attend the American Legislative Exchange Council (ALEC) annual meeting this year. Attendance at ALEC provides an opportunity to reach other legislators who may not attend either of the other two governmental conferences the committee currently attends.

Chapter Finances

The formation of a special committee to study and make recommendations about chapter finances was approved. This includes a review of the chapter portion of dues for Professional-classification and Associate-classification members, chapter fees, chapter reserves and chapter accountability to the national organization.

Affinity Programs

Two new affinity programs for AMTA members were approved. The first is software available from GoDaddy software for the creation of Web sites. The second affinity program is offered through HEALTHNet, giving members discounts on products ordered through www.medicinecabinet.com.

National Locator Service

The Board voted that there will only be one locator service for AMTA called *AMTA's Find A Massage Therapist* national locator service effective September 1, 2000. Between now and then, chapters must change Web sites, publications and phone-based messages about any type of locator or referral services they offer.

AMTA Voices Yellow Pages Concerns

AMTA President **Maureen Moon (CO)** and Bob Benson, president of the Association of Bodyworkers and Massage Practitioners (ABMP), met with the Headings Committee of the Yellow Pages Publishing Association to discuss why massage therapists should have their own heading, separate from advertisements for escort services.

In the *Yellow Pages* of some states, massage therapy advertisements are listed under the heading, "Massage Therapeutic," and escort services/adult entertainment advertisements are listed under the heading, "Massage." Moon and Benson shared this concern with the committee, stressing that these headings could confuse consumers.

Moon and Benson also provided an overview of their associations' histories, emphasizing the growth of their memberships and number of people practicing massage. They explained that few therapists are advertising in the *Yellow Pages* because of the placement of massage therapy next to adult entertainment. Moon and Benson forecasted growth in *Yellow Pages* advertising if massage therapy is given its own heading.

"There may not be immediate changes to the *Yellow Pages*, but the committee heard our concerns and will be having more discussions about them," said Moon.

2000 Hands On Reader Survey

Tell us what you think

Please take a few minutes and fill out the questionnaire below.

1. How useful do you find the information in AMTA's bimonthly newsletter, *Hands On*?

❑ Very useful ❑ Somewhat useful ❑ Not very useful ❑ Not at all useful

2. Overall, how satisfied are you with *Hands On* as an AMTA member benefit?

❑ Very satisfied ❑ Somewhat satisfied ❑ Not very satisfied ❑ Not at all satisfied

3. How many of the last six issues of *Hands On* did you read or look into?

❑ 6 of 6 ❑ 5 of 6 ❑ 4 of 6 ❑ 3 of 6 ❑ 2 of 6 ❑ 1 of 6 ❑ 0 of 6

4. How much time, in total, do you spend reading a typical issue of *Hands On*? (*Count all times you pick up an issue*)

❑ Less than 10 minutes ❑ 20-29 minutes ❑ Do not read
❑ 10-19 minutes ❑ 30 minutes or longer

5. Please indicate your degree of interest in each of the following regular departments that appear in *Hands On*. (*Give answer for each you read*)

	Strong interest	Moderate interest	Little interest	No interest
COMTA News	❑	❑	❑	❑
President's Letter	❑	❑	❑	❑
Fingerprints	❑	❑	❑	❑
Why I Serve	❑	❑	❑	❑
Web Site News	❑	❑	❑	❑
Board Highlights	❑	❑	❑	❑
AMTA Foundation News	❑	❑	❑	❑
Education Events	❑	❑	❑	❑
Calendar Of Events	❑	❑	❑	❑
Meet The Staff	❑	❑	❑	❑
Promoting Awareness	❑	❑	❑	❑
Feature Story	❑	❑	❑	❑
Member Benefits	❑	❑	❑	❑

6. *Hands On* is currently published six times a year. What do you think about this frequency of publication?

❑ It is published too often ❑ It is published often enough ❑ It is not published often enough

7. *Hands On* is normally eight pages in length, and it sometimes carries short supplements. How do you feel about this length?

❑ It is too long ❑ It is about right ❑ It is too short

8. What other improvements would you like to see made in *Hands On*? _____

_____

9. Instead of printing and mailing the information in *Hands On* six times a year, it is possible for AMTA to offer it in other formats. Which of the following do you prefer? (Check only ONE)

❑ Put the information in *Massage Therapy Journal* (AMTA's quarterly magazine) and discontinue *Hands On*

❑ Replace mailed version of *Hands On* with a faxed version

❑ Replace printed version of *Hands On* with an e-mail version sent to you

❑ Replace printed version of *Hands On* with a posting on AMTA's Web site

❑ Discontinue *Hands On* without offering the information elsewhere

❑ Other (specify) _____

❑ Make no changes

Please fax or mail this page back to AMTA by July 1, 2000.

Fax: *847-864-1178 (Attn: Dept. H.O.)* ***Mail:*** *AMTA, Dept. H.O., 820 Davis St., Suite 100, Evanston, IL 60201-4444*

Thanks for your participation.

New Benefits

(Continued from page 1)

Associate members who would like to upgrade to Professional-classification membership, and take advantage of these new benefits, should call the National Office at 847-864-0123.

AMTA Foundation Awards Educational Scholarships

The AMTA Foundation grants educational scholarships annually to promising massage therapy students and to outstanding teachers. Student recipients of the 2000 Foundation educational scholarships are: Jennifer Burgess, Connecticut Center for Massage Therapy, $1,500; Johnny LeBord, Brian Utting School of Massage, $1,000; Evangeline Redsteer, New Mexico Academy of Healing Arts, $1,500; and Michelle Simon, Desert Institute of Healing Arts, $1,000. The faculty scholarship recipient is Ann Mihina, Desert Institute of the Healing Arts, $1,000.

To request a grant application, contact the AMTA Foundation at 847-864-0123, ext. 167. Or, visit www.amtamassage.org/foundation.

Calendar

Regional & National Events

2000

Four State Conference
June 2–4
Wichita, KS
Contact: Dorothy Draper
316-788-8300

AMTA Speaker's Tour
June 4
Charlottesville, VA
Contact: 847-864-0123, ext. 143

AMTA Speaker's Tour
June 10
Tupelo, MS
Contact: 847-864-0123, ext. 143

Summer AMTA Board of Directors Meeting
June 15–18
Denver, CO
Contact: 847-864-0123, ext. 143

AMTA National Learning Center
July 14–16
Ypsilanti, MI
Contact: 847-864-0123, ext. 143

AMTA Council of Schools Teachers Conference
August 11–13
Pittsburgh, PA
Contact: 847-864-0123, ext. 143

AMTA National Convention
September 20–24
Phoenix, AZ
Contact: 847-864-0123, ext. 143

National Massage Therapy Awareness Week
October 23–28
Contact: 847-864-0123, ext. 133

2001

AMTA Council of Schools Annual Meeting
January 17–20
Huatulco, Mexico
Contact: 847-864-0123, ext. 150

AMTA National Convention
October 17–21
Quebec, Canada
Contact: 847-864-0123, ext. 143

Clarification

In the March-April 2000 issue, the Wohlers/Seabury & Smith name change article informed members that the company will continue to provide the same insurance programs. In addition to professional and general liability insurance, Wohlers/Seabury & Smith also offers members other optional insurance plans, including major medical insurance. While not a group policy, the individual major medical plans give members a variety of plan designs. Coverage is not available in all states.

AMTA Hands On
820 Davis St., Suite 100
Evanston, IL 60201-4444

Printed on recycled paper